

ROONEY MALT



Is highly recommended by leading Physicians everywhere. They are convinced that ROONEY'S MALT is absolutely pure and palatable, so that the weakest stomach can retain it.

To-day it has a universal reputation for being the best medicinal whiskey sold.

It tones up broken-down systems and imparts strength and vigor. Order it to-day. Always keep it in the home.

For medicinal purposes insist on ROONEY'S MALT. Do not accept inferior grades or substitutes.

For sale by all cafes and mail order houses. If your cafe or dealer can't supply you, write us and we will see that your order is filled.

STRAUS, GUNST & CO.,
"Distillers and Blenders of Fine Whiskies." RICHMOND, VA.

READY FOR 500-MILE SWEEPSTAKES RACE

Preparations Complete at Indianapolis for Greatest of American Long Distance Events—Other News Gathered From Local Garages.

Indianapolis, Ind., May 25.—Lured on by the richest prizes ever offered in automobile speed competitions, and driving the speed creations of the most brilliant engineering minds of Europe and America, the drivers entered in the second annual 500-mile race at the Indianapolis Motor Speedway will begin their long journey around the brick oval at 10 o'clock next Thursday morning.

For the second time in the history of the world's greatest race course the five-century contest for cars under 600 cubic inches will be offered to the speed lovers and the sporting inclined followers of the automobile game in the United States.

This is the greatest of track races, the first 500-mile event on the circuit.

the hotels will be able to easily handle all its guests.

The Motor Speedway, at a cost of \$650,000, has substituted a tunnel for the old foot-bridge just north of the pits. This will facilitate the handling of the autos that are parked in the infield and the vast crowds that will view the race from this enclosure. The tunnel is just north of the wire at the north end of the paddock box stand. It will admit of the passage of two motor cars at the same time, going in opposite directions, and also provides two passages for pedestrians elevated above the vehicle passages.

Not only will the race for 500 miles be the longest track event in 1912, but it will also offer the largest amount of cash to the drivers of the modern space-eaters. Fifty thousand dollars is offered to these men who will catapult their cars through space for more than six hours in an effort to cross the tape first with 200 laps to their credit.

Among the drivers and relief drivers named for the twenty-seven entrants in the race, seven divers and seven relief pilots will ride in their first 500-mile event. The drivers that were not participants in the first five-century gasoline Marathon are Harvey Herrick, Bert Dingley, Billy Leesaw, Joe Horan, Len. Ormsby, Charles Shambaugh and H. J. Kilpatrick. The relief pilots to make their bow in the 500-mile event are "Big Boy" Rader, Johnson, Swanson, Fuller, Farr, Kittrell and Fowler. Teddy Tetzlaff, now holder of the world's road racing record, with an average of 78.50 miles per hour, made at Santa Monica May 4, will drive a Fiat, the same make of car with which he won his laurels. Last year he had a Lozier mount. Ralph DePalma finished sixth in the first event in a Simplex, and this year will be probably the individual favorite, driving a big gray Mercedes.

Gil Anderson will again drive a Stutz, and will have as teammates Charles Merz, famous as a National pilot, and Len. Zengel, winner of 1911 Elgin, at the wheel of a National. In the first race both Zengel and Merz appeared at the wheels of Nationals. Louis Disbrow and Harvey Herrick will drive the two Case entries. Herrick is a new 500-miler, but Disbrow drove the Pope-Hummer last season.

Spencer Wishart, the New York millionaire, who won fourth place in the initial race, will drive the same Mercedes. Harry Knight, driver of the Westcott that he wrecked in the first event, will appear at the wheel of a Lexington. This will be the initial bow of the Lexington in speedway racing.

The National team will present a new front. Howdy Wilcox will again drive a fifty-horsepower, the same size National that he finished in seventeenth place with in the first event. David Bruce-Brown, twice winner of the Grand Prize of America, will drive a second National fifty. Bruce-Brown finished third in a Fiat last year. Joe Dawson, winner of fifth place in the first race at the wheel of a Marmon, will round out the National's team. Truly one of the most formidable trios that ever grasped the steering wheel of a rubber-shod, gasoline-devouring speed monster, Bruce-Brown is for the first time driving an American-made machine.

Bert Dingley, famous for his work with a Pope on the Pacific Coast, and participant in former Vanderbilts, will make his bow in a Simplex. Johnny Jenkins, former pugilist and famous as a Cole driver, will mark the return of the White to the racing arena. The

last appearance of the Cleveland machine in the speed lists was with the White Steamer.

Bob Burman, "Speed King," will drive a Cutting in the event. Burman held the wheel of one of the Benz entries in the first event. Leo Frayer, who finished thirteenth in the Firestone-Columbus in the 1911 event, will drive the same mount. Billy Leesaw, at the wheel of the Marquette-Buick, is a new face among the 500-milers. Old "Farmer Bill" Endicott, with a penchant for green and famous as a pilot of Cole cars, has transferred his affection to racy-appearing Schacht, of vermilion hue. Mel Marquette, driver of the McFarlan six in the first event, will have a mount of the same make.

Ralph Mulford, the laughing youth that made the name Lozier synonymous for speed, will, for the first time in his long career, appear at the wheel of another make. Mulford will drive a Knox Six. He promises to be a strong contender, and the Knox Four, driven by Belcher last year in the race, had a world of speed. Mulford finished second in the first event, driving a Lozier, one minute and forty-three seconds behind Harroun.

Hughie Hughes, winner of many events in his class in the little Mercers, has one of the most formidable specialists at the track. Hughes finished twelfth last year in a Mercedes. Len Ormsby will drive an Opel, a famous German car, in his speedway debut. Shambaugh, of Lafayette, Ind., is a newcomer. He has built a special car for the event, but is still doubtful if he will be ready in time to say "Good morning" to "Wag."

Joe Matson and Joe Horan will drive Lozier cars. Horan was under contract to drive an Amplex in the first event, but an accident before the race prevented his appearance. Matson was a relief driver on the Fiat team in the first event. Kilpatrick, driver of the Mason, is also making his bow. Kilpatrick is known to the racing fans by his work at the wheel of the Hotchkiss car on the mile track in former years.

Among the relief drivers, five of them had mounts in the 1911 race. Snipper relief pilot for the Stutz trio, drove a Benz, teaming with Burman. Frager, relief pilot to Tetzlaff, had a Fiat mount. Hearne, relief for the Case pair, drove another Fiat. Rupert Jenkins, relief to DePalma, had a Velle entry in 1911. Harry Endicott, relief to Farmer Bill, of the Schacht, drove the Inter-State in the original event. Don Herr, relief for the national trio, won his first race at Elgin last year, winning the 200 to 450 event with a national, and was a relief pilot in the first five-century test.

The nomenclature of the officials selected by the Indianapolis Motor Speedway embodies the names of several of the most prominent men in the automobile game. R. P. Hooper, president of the American Automobile Association, will be honorary referee. J. B. Pardington will be referee, and "Pardy" has officiated in this capacity in previous speedway events. "Old Reliable" Fred J. Wagner, jocularly referred to as "Wag," will again start the cars and wave the green and checkered flags.

John S. Cox, director of scorers in the first race, will again occupy the same position, and the checking in of the winner and the cars in the money will rest with this man. William Schimpf, of New York, chairman of the contest board of the A. A. A., under whose sanction the contest is held, will be on the grounds and he will be assisted by C. W. Sedwick, Indianapolis representative of the A. A. A.

Following is a complete list of the cars entered with the drivers:
Stutz (Anderson), Stutz (Zengel), Fiat (Tetzlaff), Mercedes (DePalma), Case (Disbrow), Case (Herrick), Mercedes (Wishart), National (Dawson), National (Wilcox), Lexington (Knight), Simplex (Dingley), Lexington (Jenkins), Cutting (Burman), Firestone-Columbus (Frayer), Marquette-Buick (Leesaw), Schacht (William Endicott), Knox (Mulford), Mercer (Hughes), Lozier (Horan), McFarlan (Marquette), Opel (Ormsby), Lozier (Matson), Shambaugh (Shambaugh), Continental (Stutz (Merz), National (Bruce-Brown), Mason (Kilpatrick).

It was Shakespeare who said that we could find "sermons in stones and good in everything." But it has remained for Rev. M. V. Higbee, of Omaha, to go Shakespeare one better, for he finds "sermons in advertising and texts on billboards."

Quite recently the billboards in Omaha have been covered with Diamond tire advertising, on which the famous Diamond slogan—"We could build them cheaper, but we won't." "We would build them better, but we can't."—has been prominently featured. The aptness of this phrase appeared very strongly to Rev. Mr. Higbee as a text for a sermon, and as a result the members of the congregation of the North Presbyterian church were startled a week ago when the pastor arose and announced as his text: "We could build them cheaper, but we won't." "We would build them better, but we can't."

Jesse Campbell, of Dayton, Ohio, has been appointed vice-president of the Lake District of the Federation of American Motorcyclists, succeeding Perrin B. Whitney, of Chicago, who has forwarded his resignation to G. H. Hamilton, president of the Federation of American Motorcyclists.

Mr. Whitney has long been identified with motorcycle and Federation of American Motorcyclists affairs, and has done much to establish motorcycling in his district. Increasing business responsibilities have made it necessary for him to retire as a Federation of American Motorcyclists official.

INTERNATIONAL LEAGUE

At Buffalo: Buffalo, 7; Rochester, 3.
At Jersey City: Jersey City, 11; Baltimore, 16.
At Montreal: Montreal, 7; Toronto, 6.
At Newark: Newark, 9; Providence, 2.

AMERICAN ASSOCIATION

At Minneapolis: Minneapolis, 4; Kansas City, 10.
At St. Paul: St. Paul, 3; Milwaukee, 2 (12 laps).
At Louisville: Louisville, 5; Columbus, 2.
At Indianapolis: Indianapolis, 1; Toledo, 2.

CAROLINA ASSOCIATION

At Anderson: Anderson, 2; Spartanburg, 2.
At Winston-Salem: Winston-Salem, 8; Greenville, 3.
At Charlotte: Charlotte-Greenville, 8.

SOUTHERN LEAGUE

At Atlanta: Atlanta, 5; Mobile, 3.
At Chattanooga: Chattanooga, 1; New Orleans, 2.
At Montgomery: Montgomery, 1; Nashville, 5.
At Memphis: Memphis, 1; Birmingham, 2.

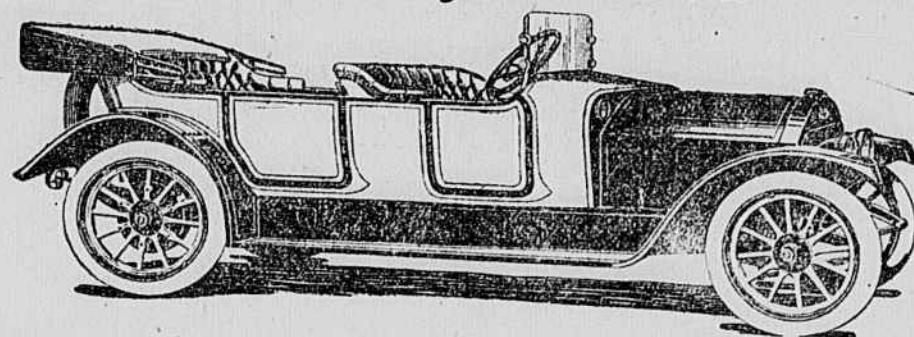
More Car for less money

—\$715 ahead of its time—

THE

Henderson

"The car of your dreams"



Roadster, \$1285 5-passenger, \$1385

Read these specifications

The Hendersons of Indianapolis now offer you a real Self-Starting, Five-Passenger Touring Car, with luxury-equipment, for \$1385—116-inch Wheel Base—Ward Leonard Dynamo Electric Lighting System—34x4 Tires, Demountable Rims—Long Stroke 4 1/8x 5 1/4 Silent Motor, with 3-point suspension—famous Stutz Rear Axle Transmission—silent Gears—left hand drive—Single Lever Center Control—Gasoline Tank under cowl of dash, Gasoline Guage on dash—Nickel mountings throughout.

Luxury-equipment that makes driving a real pleasure

YOU have often said to yourself—"If I were designing a car I would have all the latest proven advantages, as well as some things that no manufacturer has ever thought of. I would have a luxury-equipment that would make driving a real pleasure."

"First of all, I would have a Left Hand Drive, with a simple Central Control so that I could step out of my car on either side from the driver's seat to the curb."

"I would have a Gasoline Guage on the dash so that I would never be caught short of gasoline. A Gasoline Tank so situated as to give fuel at all times on the steepest grades. I would also have Demountable Rims, so that the tire changes would never hold me up or bother me."

"I would have Electric Lights with a Dynamo System and not be compelled to rely on batteries that are liable to give out at any time. I would have a dependable Starter—and, above all, I would have my car so arranged that from the driver's seat, by the mere pressing of buttons, I could start my Motor, light my lamps, and make a Comfortable Get-away with the utmost ease and no fussing."

The "Henderson" Car is Your Dream Come True—a car which will fulfill your desires for both service and comfortable convenience at an actual saving of \$715.

Send to-day for the advance proofs, bound in pamphlet form of our book, "Your Dream Come True," just off the press. Be the first one in your town to drive a "Henderson."

At least investigate. Here at last is the car you have been waiting and watching for—at a price absolutely impossible until this year. So fill out and mail to us the coupon below—now—before you turn this page.

IMPORTANT New models of the "Henderson" will be ready for your inspection at the Claypool Hotel, our headquarters for the week of the 500-mile race at the Indianapolis Speedway, May 30.

Henderson Motor Car Co. of INDIANAPOLIS, U. S. A.

Special for Dealers

No live, red-blooded dealer can possibly read the above announcement without realizing the tremendous effect sales arguments of this kind will have on the prospective buyers of cars. And the beauty of it all is that every word, every claim is ABSOLUTELY TRUE.

There is more to come—but if you want the Exclusive Agency for a car that will build you a permanent, profitable business, don't wait to write—wire us quick for the "Henderson" Exclusive Agency proposition.

Mail This Coupon To-day

Henderson Motor Car Co., of Indianapolis, U. S. A. 30

I am interested. Without obligation on my part, send me at once Advance Proof Sheets of your book "Your Dreams Come True." I suggest that

of _____ Street would make a good local distributor for your car and I recommend him.

You may mention my name in writing him.

Do not _____

Name _____

Address _____

Thirst Content
Every day—many times a day, it just seems as if nothing would satisfy.

Drink
Coca-Cola

There's nothing like it.
It's as wholesome as pure water, and quenches the thirst as nothing else will.

Delicious—Refreshing Wholesome

Demand the Genuine—Refuse Substitutes
THE COCA-COLA CO.
ATLANTA, GA.

Free
Our new booklet, telling of Coca-Cola vindication at Chattanooga, for the asking.

Whenever you see an Arrow think of Coca-Cola.